

Year's Industrial Growth Promises Prosperous Future

The greatest industrial growth in Torrance's history occurred during 1958 with 16 industrial firms employing 8350 people selecting the "All America City" as a site.

Led by the AIREsearch Division of the Garrett Corporation, who will employ over 5000 at its 66-acre site in North Torrance, the advance was evenly spread among many types of diverted industry. This diversion is essential to a well-rounded industrial program as it assures no economic stress when one type of industry is slowed.

The unparalleled success of Torrance's industrial development is a result of many favorable factors. The fine national reputation Torrance enjoys as the home of a "good business climate" is a composite of energetic people, clean and aggressive city government, good developers, proper long-range planning, wonderful schools and churches, and a "top" Chamber of Commerce.

President Fred W. Mill of the Chamber pointed out that the 8350 new industrial jobs will eventually mean an additional 6179 new jobs, 334 more retail stores, 9352 more households, 849,265,000 more personal income and \$30,060,000 more retail sales.

What do all these figures mean to you—the taxpayer? It means a continuing progressive, clean city. It means more and better recreational and health facilities, city services, schools, shopping areas—yes, and less taxes.

Torrance residents are now enjoying one of the lowest tax rates in the nation and the future can look no other way but up!

Golf Course Has Best Year Report

Sea-Aire Golf Course, with 18,332 paid admissions, enjoyed its best year yet. The formation of a teen-age golf club and a women's golf club resulted in adding many new activities at the course, including tournaments and training in golf for youth and adults alike. The golf course was used extensively during the school year by members of high school physical education classes and golf teams. No charge to the students was made for this.

Under wet conditions, concentrate on proper steering when driving on old brick roads or streetcar tracks, the Allstate Safety Crusade suggests.

Census Gives City 100,000 Population

Torrance Now 5th in Size

What's the exact total of Torrance's booming population?

This is the answer city officials are awaiting with bated breath.

It should not be long in coming either, since a special census of the city's population will start this month.

A preliminary estimate should be submitted in a short time and city officials are betting the total number of noses to be counted here will exceed 100,000.

Revenue Sources
More than civic pride is behind the special enumeration.

With the huge population climb, Torrance now ranks in fifth place among cities in the county. It is outranked only by Los Angeles, Long Beach, Pasadena and Glendale.

Much of the city's revenue from gasoline and motor vehicle taxes is based on population, and any substantial increase will be so much extra in the municipal pocketbook.

The magic 100,000 mark will mean that the population has doubled in five years, and quadrupled in nine.

It is almost impossible to believe that a scant decade ago, only 13,160 persons claimed Torrance as their residence.

The big boom years as far as population influx is concerned are probably past now, and the growth will come more slowly as vacant land becomes scarce.

Huge Leap
The biggest leap was taken between 1954 and 58, when 50,000 new residents settled here. That was an average increase of more than 1000 persons per month.

The drop in the increase rate does not mean that Torrance stands still. It just means that the vast vacant tracts have been filled in with new houses and apartments.

But the growth will continue at a slower rate as more apartments are constructed, giving something of a breather to harassed city and school officials confronted with the exploding population growth.

Population Table
This table will give some inkling about what's happened to Torrance over the years. It shows the population at various stages: 1903, 300; 1920, 1800; 1940, 9500; 1947, 13,160; 1950, 22,201; 1952, 31,834; 1953, 44,914; 1955, 67,459; 1956, 82,241; 1957, 94,802; 1959, 100,000 plus.

Want to save money on furniture, rentals, autos, etc? Read Torrance Press Classified Ads!

Hawaiian Islands Trip Price Reduced

The Torrance Chamber of Commerce tour to the Hawaiian Islands, April 3 to 10, may now be made at a reduced rate, announced J. H. Paget, chairman of the tour.

Paget said two-decked Super Boeing planes will be substituted for Constellation in time for the eight-day trip, allowing a special tourist rate of only \$284.50 for the package, which includes round-trip air fare, seven nights lodging in de-luxe rooms at the fabulous new Hawaiian Village (six swimming pools and Wai-kiki Beach), many meals, tours, etc.

The previously announced price of \$316.72 will remain for those desiring first-class air accommodations, Paget added.

Complete information and brochures can be secured by calling the Chamber of Commerce office, FA 8-2814.

Two-Hour Meters in Torrance Soon

Meters having a two-hour limit will soon be seen in the Downtown Torrance Shopping area in place of the present 1 hour meters, reported Dick Fitzgerald, Secretary of the Torrance Chamber of Commerce.

The Chamber's Traffic and Parking Committee, headed by A. Robinson of Lawson's Jewelers, believes that many customers are dissatisfied and inconvenienced by the 1 hour limit. The committee's recommendation was approved by the Chamber's Board of Directors.

Use Press Classified Ads



WHAT ONE FAMILY MEANS TO YOU—Did you ever wonder how one family alone contributes to your own personal income through its own purchase and service needs? The Chamber of Commerce says that the average family in Torrance earns \$6361 per year. It is comprised of 3 1/2 persons, averaging the

city's population. As can be seen by this photo, the family spends money on its house, appliances, food, clothing, cars and maintenance, all of which have a great bearing on your own business or job.

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'59 Building Boom Seen

The building boom of 1958 could well be exceeded this year, if all structures now on the planning boards reach construction building officials predicted.

Rezoning of Victor Precinct, development of an industrial park near the civic center and in South Torrance, as well as the expansion of the Del Amo Shopping Center, will account for the banner year.

On top of that, more and more apartments are being planned to fill present and future needs for additional dwellings.

Huge Valuation
Last year the city issued a total of 2683 permits with a valuation of \$22,875,433, compared with \$20,000,000 during 1957.

Multiple dwellings accounted for the 326 living units, with a

valuation of \$2,516,953 during 1958. Another 355 permits with a valuation of \$5,135,508 were issued for single family homes.

Industrial permits issued last year accounted for \$1,457,680, while commercial structures accounted for \$7,920,270.

Large Structures
Among the larger structures which were started last year and will be completed in 1959, are Arrow Brands, \$160,000; Little Company of Mary Hospital, \$2,500,000; Broadway Department Store; 3,100,000; Foods Co. Market, \$410,000; Sears, Roebuck, \$1,750,000; Bank of America, \$175,000; Columbia Van Lines, \$177,000 and the new court house, \$325,000.

During 1959 building officials expect to issue all of the 428 per-

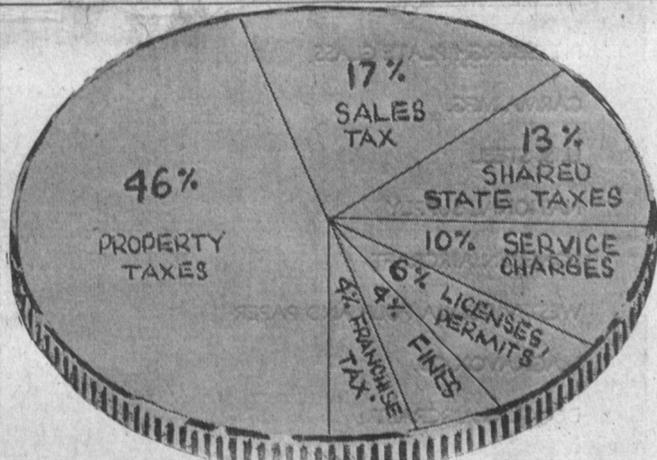
mits for a new subdivision in Victor Precinct, now under construction west of Henrietta St. The developer is Don Wilson. Other tracts in that area are being submitted for approval.

AIREsearch
One of the largest industrial developments announced last year, which may get a start this year, is the Garrett Corporation's AIREsearch plant on 66 acres on

190th St. between Crenshaw Blvd. and Arlington Ave.

Another huge plant will be a metal processing concern to be constructed on Monterey St.

Building officials predicted that in addition to further industrial and commercial expansion in 1959, the biggest change will be a greater trend for apartment houses.



WHERE CITY GETS ITS MONEY—This diagram shows where the city receives its \$4,100,000 annual operating revenue. The biggest slice, 46 per cent, comes from property taxes. Sales tax now accounts for 17 per cent, but is expected to show huge increase as commercial developments hit full stride.



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*People who do things better than they've ever been done before

For example, citizens of Torrance can well be proud of the job they are doing—both in helping build missiles like THOR and NIKE HERCULES and in producing fine plastic parts for all Douglas aircraft, missile and space projects.

These Douglas employees are not only contributing to the strength and economic

well being of our nation... but to the prosperity of the Torrance community as well. They spend many thousands of dollars each year in local shops and services.

The success of Douglas products is due in large part to this emphasis on doing a better job—exemplified by the people of Torrance.



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